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Information  
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# **International Kosher Market: Australia, Brazil, Canada, Mexico, United Kingdom**

## **Opportunities for U.S. Exporters**



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# International Kosher Markets: Australia, Brazil, Canada, Mexico, and the United Kingdom

## Introduction

Kosher foods represent a niche market that can be associated with any cuisine, including vegetarian food selections. Although much of the demand for kosher foods comes from the Jewish world, United States Department of Agriculture (USDA) research suggests that the market for kosher food products extends well beyond that group. For example, kosher foods find favor with vegetarians--who may have difficulty finding guaranteed meat-free foods, with consumers interested in upscale foods, and potentially with Muslims--who follow similar but not identical food preparation laws.

In many markets, increased market opportunities occur around the time of traditional Jewish holidays, a listing of which is shown in the table below:

| Jewish Holidays in 2000 and 2001 |                |                |
|----------------------------------|----------------|----------------|
| Holiday                          | 2000           | 2001           |
| Passover                         | Apr. 20 Thurs. | Apr. 8 Sun.    |
| Shavuot                          | June 9 Fri.    | May 28 Mon.    |
| Rosh Hashana                     | Sep. 30 Sat.   | Sep. 18 Tues.  |
| Yom Kippur                       | Oct. 9 Mon.    | Sep. 27 Thurs. |
| Sukkoth                          | Oct. 14 Sat.   | Oct. 2 Tues.   |

Kosher foods must meet the complex and strict requirements of Jewish law. A rabbi supervises production and packaging operations, and certifies that the products meet all of the requirements. Production and packaging requirements go beyond the contents. For example, the products must neither have been made from nor come in contact with non-kosher ingredients. Meat and milk products may not be mixed in the same product, or produced using the same utensils. There is a further designation, "parve," which means that neither meat nor milk products are included in the commodity.

Kosher foods refer to the contents and production requirements, not necessarily to any specific cuisine. Jewish consumers adapt the local cuisine to fit the kosher requirements, although there are some foods that might be considered traditionally Jewish, such as matzoh. The strict labeling and product control requirements necessary to certify a food product as kosher may exceed local production and sanitary requirements in many areas of the world. This can broaden the market substantially beyond a religious or cultural group.

With a growing potential market of Jews and non-Jews alike, kosher products of all varieties offer an export niche market to savvy producers.



## Kosher Foods

# Market Brief for Australia

### Summary

The Australian Jewish community is one of the largest in the Asian region. The bulk of the Jewish population in Australia lives in Melbourne (50,000) and Sydney (40,000), but smaller communities can be found throughout the country, mainly in the other state and territorial capital cities. Overall, the Melbourne community is more traditional than that of Sydney.

Jews were among the first convicts deported from the United Kingdom to Australia in the 18<sup>th</sup> century. By the 19<sup>th</sup> century, predominantly free settlers established a Jewish community. Several successive waves of immigration followed, primarily from Britain and Eastern Europe. The gold rushes of the 19<sup>th</sup> century were also a source of attraction for Jewish migrants to Australia.

In the late 1930's, Jewish refugees, mainly from Germany and Austria, found sanctuary in Australia and after the war, Australia admitted tens of thousands of Jewish emigrants. In the 1970's, Jewish emigrants arrived from the former Soviet Union, and Australia also became a favorite destination for Jewish emigrants from South Africa. There also is a small community of Asian and North African Jews.

In Melbourne, Sydney, and several other cities, there are mikvaot (Jewish ritual baths), and kosher butchers, bakers, and restaurants. Melbourne has two kosher hotels. Trade contacts estimate that about one-quarter of the Jewish community observes kosher laws. Batei din (rabbinical courts) are found in Melbourne and Sydney.

Kosher foods have good prospects in Australia. As the general population becomes more aware of the processes required for foods to be kosher certified, they may identify them as healthier and high-quality products.

## Market Access

All large Australian supermarket chains carry kosher foods in their general lines, with packaged goods as the mainstays. One company--Coles--does carry some fresh meat products and bagels in some of its stores. Stores in areas of Sydney and Melbourne where the Jewish population is high frequently carry kosher products. These stores have special shelving for kosher products. Coles' buyers look for kosher products when they get requests from their stores, but all chains also rely on direct approaches from manufacturers or distributors. Australia produces only a small amount of kosher wine, with just two companies' products certified as kosher.

The New South Wales (NSW) Kashrut Authority, in conjunction with Melbourne Kashrut, publishes a **Kosher Products & Services Directory** that lists kosher-certified foods and brands. The NSW Kashrut Authority can be contacted at the following address:

The NSW Kashrut Authority  
P.O. Box 206  
Bondi, NSW 2026  
Australia  
Tel: (61-2) 9369-4286; Fax: (61-2) 9369-4329; Web site: [www.ka.org.au](http://www.ka.org.au)

Products certified by one of the following endorsed kosher authorities in the United States and labeled with its kosher logo are acceptable in Australia, including:

The Union of Orthodox Jewish Congregations;  
The Organized Kashrut Laboratories;  
"K-of-K" Kosher Supervision;  
"Star-K" Kosher Certification;



K'hal Adath Jeshurun (Breuer's); and  
Beth Din Hameyuchud L'inyonei Kashrus of the Central Rabbinical  
Congress.

Non-certified products would not be acceptable and cannot be authorized  
here because the Kashrut Authority must witness the packing to certify the  
product as kosher.

Kosher products are subject to the same labeling requirements as other  
foods. Refer to "Food and Agricultural Import Regulations and  
Standards" (FAIRS) report AS9033, available at the FAS web site at  
[www.fas.usda.gov](http://www.fas.usda.gov) for detailed information on Australia's labeling  
regulations. Readers can download the report from the FAS web pages.  
The Attache Reports search page can be found at the following Internet  
address: [//www.fas.usda.gov/scripts/AttacheRep/attache\\_frm.id](http://www.fas.usda.gov/scripts/AttacheRep/attache_frm.id)

## **Australian Kosher Food Importers**

Trialia Foods Australia Pty Ltd  
P.O. Box 210  
Port Melbourne, VIC 3207  
Tel: 61-3-9646-2821  
Fax: 61-3-9646-2955

Basil's Pty Ltd  
P.O. Box 1054  
Coorparoo DC, QLD 4151  
Tel: 61-7-3398-4874/2932  
Fax: 61-7-3395-3073

N&E Pacchini & Sons Pty Ltd  
P.O. Box 6288  
Wetherill Park, NSW 2164  
Tel: 61-2-9725-5000  
Fax: 61-2-9725-5094

### **Supermarket Chains**

Woolworths Ltd  
Locked Bag 11  
PO Fairfield, NSW 2165  
Tel: 61-2-9892-7111

Fax: 61-2-9892-7171

Coles Supermarkets  
P.O. Box 480  
Glen Iris, VIC 3146  
Tel: 61-3-9829-5111  
Fax: 61-3-9829-6787

Franklins Limited  
P.O. Box 19  
Greenacre, NSW 2190  
Tel: 61-2-9722-1400  
Fax: 61-2-9722-1733

Davids Ltd  
46-48 Pyrmont Bridge Road  
Pyrmont, NSW 2009  
Tel: 61-2-9298-3222  
Fax: 61-2-9298-3200



## Kosher Foods

# Market Brief for Brazil

## Market Overview

Brazil's Jewish community is the seventh largest in the world and the second largest in South America, after Argentina, with an estimated population of approximately 140,000. Eighty percent of this community lives in the states of São Paulo and Rio de Janeiro. The remainder is found throughout the other major Brazilian cities, including Porto Alegre, Belo Horizonte, Curitiba, and some northern cities.

The first significant Jewish migration to Brazil took place in 1904 to the state of Rio Grande do Sul, the Southern Region of Brazil. Rio Grande do Sul now is the third largest Jewish community in the country. Later arrivals settled in the Southeast Region, many in the former capital, Rio de Janeiro. After the capital moved to Brasilia in the Center West Region, most of the Jewish community eventually moved to the State of São Paulo, which is the major business center in the country today. The size of the Jewish community has been stable in recent years and according to some religious leaders they do not expect it to grow significantly in the future.

| <b>Jewish Communities in Brazil</b>   | <b>Estimated Population</b> |
|---|-----------------------------|
| São Paulo   | 90,000                      |
| Rio de Janeiro  | 20,000                      |
| Porto Alegre  | 12,000                      |
| Belo Horizonte  | 5,000                       |
| Curitiba  | 5,000                       |
| Other locations   | 8,000                       |
| <b>Total</b>  | <b>140,000</b>              |
| Source: The Israeli Congregation of the State of São Paulo and The Israeli Consulate, São Paulo |                             |

The Brazilian Jewish community includes the Jewish descendants of North African, Turkish, Egyptian, Lebanese, and other Middle Eastern Jews, collectively known as Sephardic. Sephardic Jews are the largest group of Brazilian Jews, with about 2,500 families in the State of São Paulo alone. They are regular but not exclusive consumers of kosher foods.

A second, smaller group--the Ashkenazi Jews--are descendants of German, Polish, Russian, and other European Jews. The most observant members of this group consume only kosher foods. They account for 85 percent of kosher food consumers in the Jewish community.

Members of the Reform Jewish community in Brazil are of different ancestries. In general, they do not consume kosher foods on a regular basis, but do make purchases during traditional festival and holiday periods.

Orthodox Jews--of either Ashkenazic or Sephardic descent--are the main consumers of kosher foods. Non-Orthodox Jews may also follow the "kashrut" or kosher laws, either for religious or cultural tradition reasons. During certain Jewish celebrations, consumption of these products extends to the whole community.

The main religious events associated with an increase of kosher food consumption are Passover, Shavuot, Rosh Hashana, Yom Kippur, and Sukkoth. Although the dates of these holidays vary slightly from year to year, they always fall at the same general time. Importers, retailers, and the institutional market all handle kosher food in Brazil. However, estimating the total market size is difficult, since consumption is seasonal in nature, increasing during the Jewish holidays and remaining stable, but at a lower level, during non-holiday periods. Non-Jews account for a large but unknown percentage of kosher consumption. For example, other ethnic groups such as Lebanese, Syrians, some Seventh Day Adventists, and vegetarians are important markets for kosher products. Other consumers select kosher products for different reasons, including taste, cultural traditions, a reputation for high quality, or a perception of sanitary and quality assurance provided by the kosher certification.

## Domestic Production of Kosher Products

Despite its small size, the kosher food sector has attracted some Brazilian food processors. Domestic producers see a clientele with high purchasing power and low price sensitivity.

Several local food processors manufacture kosher products, in separate production facilities from mainstream foods. Local manufacture requires specialized equipment that has been carefully cleaned, or “koshered,” to meet the kashrut requirements. In general, locally manufactured kosher products are more price competitive than imported kosher products. Both imported and domestic kosher products can be found at local supermarkets and independent stores. The first Brazilian company involved in domestic kosher food processing was "Braskosher," located in São Paulo.

Main local kosher products manufacturers are:

|         |                              |
|---------|------------------------------|
| Knorr   | soups, seasonings and spices |
| Toscano | vinegar                      |
| Damm    | seasonings and spices        |
| Alcyon  | canned tuna and sardines     |

|               |            |
|---------------|------------|
| Bauducco      | cookies    |
| Bela Vista    | cookies    |
| Hellmann's    | mayonnaise |
| Romanhola     | pasta      |
| Santa Cecilia | wines      |

The Beit Lubavitch Congregation in Rio de Janeiro maintains a web site, which informs the Jewish community about the availability of kosher products. Lists of kosher certified-products are updated periodically, and can be found at [www.beitlubavitch.org.br](http://www.beitlubavitch.org.br)

A few importers deal exclusively with kosher products. These companies have been in the market for several years; they have won the respect of Jewish organizations and entities (such as restaurants, catering services, supermarkets, etc.) and individuals. Some mainstream importers also import kosher food, particularly for Jewish holidays.

## Certification Process

The Brazilian Orthodox Jewish community strictly observes kosher certification of foods. The community prefers certifications issued by the strictest rabbinate and relies upon the rabbi who certified the product.

Occasionally, disputes occur between certifying rabbis; a stricter rabbi might inspect and reject products certified by a less strict rabbi. Rejected products are deemed "non-kosher" and may not sell. In the past, entire batches have been rejected and importers have lost shipments.

All U.S. kosher certifications are accepted in Brazil. Acceptance of a particular certification varies with the individual consumer and with the various market segments. The "OU"—Union of Orthodox Jewish Congregations—is the most familiar among consumers. Strict supervision adds to the status of the product.

The September 1999 devaluation of the Brazilian currency, the real (US\$1 = R\$1.84), has caused a slight decline in imports and consumption of imported goods and increases in local prices. Food mixes and prepared

foods have been most affected. Local contacts believe that despite the devaluation of the real, there is still room for growth in the kosher import market. Kosher food is mostly consumed by a market segment with high purchasing power that is likely to maintain consumption patterns for religious reasons, making these consumers less price sensitive than the overall population. In addition, local kosher food production is limited, leaving consumers with little choice. Lack of variety is the most frequent complaint about kosher foods in the local Jewish community, whose members sometimes bring products back from trips to Israel or the United States.

Most imported kosher food products marketed in Brazil are sourced from the United States and Israel. According to importers, prices in Israel are lower and a larger variety of products can be found than in the United States. Imports from Israel often come through the United States (Brazilian importer from a U.S. supplier or distributor), since there is no import duty for such products entering the United States from Israel.

Based on the imported and domestic kosher products available, and according to local contacts, current kosher food consumer preferences include: fruit juice, red and white wines, sparkling wines and champagnes, gefilte fish, matzos for Passover, soups, fish balls, seasonings, ketchup, mustard, jellies, cookies, chocolates, gums, candies, canned tuna fish, mayonnaise, , and pie dough. The main U.S. kosher food brands marketed in Brazil are Manischewitz, Tampree, and Kedem. Brands imported from Israel are Osem and others.

According to local contacts, locally produced kosher wines are too sweet and the preferred kosher wines are from California. There are also said to be significant opportunities for exports of kosher champagne and dry red and white wines which are difficult to find in local markets. Other accepted alcoholic beverages are Tequila, light-colored rum, U.S. beer (especially light beers), and vodkas.

The local Jewish community adheres to the laws of kashrut when purchasing meat and meat products. Slaughter operations must be under the supervision of a rabbi and employ kosher-trained staff. Meats are supplied mainly by the local market, or imported from Argentina, due to its close proximity to Brazil. There is a significant Jewish community in Buenos Aires, guaranteeing a supply of appropriately prepared products. In addition, imports from Argentina have the advantage of being fresher, and have lower import duties because Argentina is Brazil's MERCOSUR partner.

Although kosher meat from the United States is preferred by some Jews because its preparation is considered well supervised, imports of U.S. meats are small. Local importers avoid purchasing perishable products from the United States, due to the lengthy shipping transit time (about 60 days) from order to arrival in stores. Rib steaks, rib roasts, and vacuum-packed meat are valuable kosher products that are not found in Brazil, and represent a potential market for U.S. exporters. Frozen and smoked cuts (including salami, pastrami, and corned beef), smoked salmon, beef bologna, and most types of frozen meats and dairy products (frozen whipped cream, butter and cheese) seem to have good acceptance by Brazilian kosher food consumers, and are potential export opportunities.

## **Retail and Institutional Sales**

Development of the local kosher industry has led to increased competition at the retail and wholesale levels. The Brazilian Government has imposed new regulations for imports of food products, including label registration, plant registration, and import fees for each product to be imported, which must be paid by the Brazilian importer. (Please see Packaging and Labeling section below for more information.) These changes increase the cost of imports. As a result, some small importers now buy their products from major importers. The number of importers of kosher products is limited and mostly concentrated in the state of São Paulo. Usually, Brazilian kosher importers seek exclusive distribution rights from exporters. Trade reports indicated that changing importers may be difficult once a relationship is established.

U.S. kosher food exporters may find it difficult to sell large quantities, unless they educate their consumers by alerting non-kosher consumers to the quality and safety assurance provided by the kosher certification symbols. Contacts recommended consideration of such educational strategies.

Kosher foods and ingredients can be found at independent stores located near Jewish communities and in some kosher delicatessen shops, mainly in São Paulo, Rio de Janeiro, and Porto Alegre, in Rio Grande do Sul State. Kosher products are also sold at a few supermarket chains, in special kosher sections. One of the largest Brazilian supermarket chains, Pão de Açúcar, has a section for kosher food, and imports these products through an exclusive importer, who guarantees Pão de Açúcar the marketing rights to the products.

The institutional market in Brazil is growing, supplied mainly by a few kosher food producers located in São Paulo State, who also sell to airline companies, including United Airlines, American Airlines, Varig, and others; hospitals; and catering services known as "buffets."

Kosher restaurants and food service can be found at local Jewish schools, clubs, congregations, and Jewish athletic clubs. There are no firm figures for the number of kosher restaurants in Brazil, but the Jewish Congregation estimates there are 10-15 kosher food service organizations in Brazil. Kosher food is generally not included as a feature of specialized cuisines, because of limited availability of kosher ingredients and, as contacts say, because it has not proven cost-effective.

For information about kosher-certified restaurants, catering services, and hotels, a local Jewish Congregation maintains food service lists on its web site at [www.beitlubavitch.org.br](http://www.beitlubavitch.org.br)

## Import Duties and Other Taxes

Brazil treats kosher food items as ordinary imports, for customs duty purposes. Below are some import duties assessed on frequently purchased food products.

|   |         |
|---|---------|
| Meats: bone in                                | 13 %    |
| Meats: deboned                                | 15 %    |
| Fish and seafood (fresh, chilled, and frozen) | 13%     |
| Canned seafood                                | 19%     |
| Gums  | 23%     |
| Non-chocolate candies                         | 23%     |
| Chocolates                                    | 21%-23% |
| Baby foods                                    | 19%-23% |
| Cookies and biscuits                          | 21%     |



|                              |     |
|------------------------------|-----|
| Pastry                       | 19% |
| Jellies, fruit and vegetable | 17% |
| Juices                       | 17% |
| Beer                         | 23% |
| Wine                         | 23% |
| Vodka                        | 23% |
| Rum                          | 23% |

Brokerage expenses and other local taxes must be considered. The state value-added tax--Imposto sobre Mercadorias e Serviços or ICMS--which is currently 18 percent in São Paulo, must also be considered. Another tax is the industrialized products tax --Imposto sobre Produtos Industrializados or IPI--which is 15 percent. Importers report that storage costs at ports run about 25 to 27 percent of freight costs.

## Shipping Recommendations

Kosher products should be shipped to Brazil well in advance of targeted holiday sales dates to clear Brazilian customs and enable brokerage and transportation processes to be completed in time for final distribution. Local importers report 60 to 70 days from ordering to availability for distribution is normal.

A new Brazilian Health Surveillance Agency was created by Decree # 3029/99. Published in April 1999, the decree established a matrix of user fees for companies and products produced in the domestic market, and for imported products. Most Brazilian importers consider these fees to be excessively high and are "lobbying" the government to reduce or eliminate them. These fees could shut out small- to medium-sized importers, and make it costly to register new products. A recent postponement now calls for implementation of the fees by March, 1, 2000. For more information on this Decree, please check GAIN Report 9619, available on the FAS web site at [www.fas.usda.gov](http://www.fas.usda.gov) or contact the U.S. Agricultural Counselor's office in Brazil at the address below.

## Packaging and Labeling

Retail packed foods from the United States and the European Union are accepted by Brazilian kosher food consumers. Small packs are preferred, due to the relative higher prices of imports.

According to the Brazilian Consumer Protection Law 8078 of September 1990, all food and beverages must give the consumer correct, precise, clear, and easily readable information about the product in Portuguese. The Brazilian importer is responsible for the label translation and registration.

Imports of wine, beer, and distilled spirits as well as animal-origin products (meats, seafood, and dairy products) must be made by a Brazilian company registered with the Brazilian Ministry of Agriculture, or MAA. All U.S. unprocessed products of plant origin (fresh fruits, nuts, bulk products, dry fruit, etc.) must be accompanied by a USDA/Animal and Plant Health Inspection Service (APHIS) /Plant Protection Quarantine (PPQ) Sanitary Certificate. Frozen fruits and vegetables do not need phytosanitary certificates.

Brazilian regulations require imported U.S. products such as beef, other meats, seafood, and dairy products to originate from a processing plant supervised by a federal agency of the U.S. Government, either USDA/Food Safety and Inspection Service (FSIS) (meat and poultry); USDA/Agricultural Marketing Service (AMS) (dairy); or United States Department of Commerce/National Marine Fisheries Service (USDOC/NMFS) (seafood); which is then registered with MAA. In the past, these registrations were handled by the USDA's Foreign Agricultural Service office at the U.S. Embassy in Brasilia. However, MAA is revising registration procedures, which are not yet public.

For more detailed information on label and plant registration and on Brazilian import policy and regulations, please check the "Food and Agricultural Import Regulations and Standards-FAIRS," Report BR 9625, available on the FAS home page at [www.fas.usda.gov](http://www.fas.usda.gov), or contact the U.S. Embassy in Brasilia at the address below.

## Promotion

USDA contacts recommend that promotion of kosher imports be planned and carried out in partnership with local Jewish federations and congregations such as "Beit Chabad "and "Beit Lubavitch." Most of these organizations have Internet home pages, with sections on kosher food. Magazines whose main readers are Jews, such as "O Hebreu," are also excellent media for the promotion of consumer-ready products. These magazines usually publish ads on imported kosher wines, other beverages, and food products. Community leaders and importers encourage companies planning promotions to develop a relationship with local religious leaders, to which they attribute the success of products such as kosher Coca-Cola.

For information on these congregations and magazines, please see the next section of this report, Key Contacts.

## Key Contacts

### **Brazilian Importers**

Albee Comercial E Importadora  
Ltda.  
Alameda Ribeiro da Silva , 793  
Campos Elieos  
01217-010 São Paulo-SP  
Tel: (55 11) 3661-3377  
Fax: (55 11) 825-5271

Karis Imports  
Rua Matteo Forte, 259  
Lapa  
05038-160 São Paulo-SP  
Tel./Fax: (55 11) 861-4200

Casa Santa Luzia  
Alameda Lorena, 1471  
01424-001 São Paulo-SP  
Tel: (55 11) 282-4949  
Fax: (55 11) 280-0663  
E-mail:  
[santaluzia@originet.com.br](mailto:santaluzia@originet.com.br)  
Web: [www.santaluzia.com.br](http://www.santaluzia.com.br)

Casa Zilana  
Rua Itambé, 506  
01239-000 São Paulo-SP  
Tel./Fax: (55 11) 257-8671

Gourmand Alimentos  
Rua Funchal, 538-15<sup>th</sup> floor  
Vila Olimpia  
04551-060 São Paulo-SP  
Tel: (55 11) 822-5050  
Fax: (55 11) 829-5750  
E-mail:  
[gourmand@totalwork.com.br](mailto:gourmand@totalwork.com.br)

Cia. Brasileira De Distribuição  
(Pão De Açúcar)  
Rua Brigadeiro Luiz Antonio,  
3126  
01401-001 São Paulo-SP  
Tel: (55 11) 886-0736  
Fax: (55 11) 884-2677

Pick Importação, Exportação E  
Comercio, Ltda.  
Rua Afonso Brás, 644  
04511-001 São Paulo-SP  
Tel: (55 11) 820-8088  
Fax: (55 11) 820-7455

Expand Importadora E  
Exportadora Ltda.  
Rod. Raposo Tavares, Km. 26½  
Moinho Velho  
Cotia  
05577-900 São Paulo-SP  
Tel: (55 11) 7922-0272  
Fax: (55 11) 7922-0272 ext.223

Adimel Comercial E Importadora  
Ltda.  
Av. São Luiz, 112-13o andar  
01046-906 São Paulo-SP  
Tel: (55 11) 259-5499  
Fax: (55 11) 259-5855

Franco Suissa Importadora E  
Exportadora  
Rua Machado Bittencourt, 392  
04044-001 São Paulo-SP  
Tel: (55 11) 549-7599  
Fax: (55 11) 549-0305

Aurora Industrial E Comercial  
Ltda  
Rua Funchal, 449  
04551-060 São Paulo-SP  
Tel: (55 11) 820-2288  
Fax: (55 11) 820-2735

Nassif  
Av. das Américas, 4666, Lj.  
M113  
Barra Shopping  
22642-970 Rio de Janeiro-RJ  
Tel/FAX: (55 21) 431-9043

Shop Kosher  
Rua Sorocaba, 631  
Botafogo  
22271-110 Rio de Janeiro-RJ  
Tel: (55 21) 538-1584  
Fax: (55 21) 539-6006

Kosher House  
Rua Anita Garibaldi, 37-Loja A  
Copacabana  
22041-080 Rio de Janeiro-RJ  
Tel./Fax: (55 21) 255-3891

Ginseng  
Rua Marques de São Vicente,  
124  
Gavea Trade Center  
Gavea  
22451-040 Rio de Janeiro-RJ  
Tel: (55 21) 511-5847  
Fax: (55 21) 540-6494

### **Restaurants and Food Services ("Buffets")**

Kosher Meal Restaurant  
Rua da Consolação, 3679  
São Paulo-SP  
Tel: (55 11) 852-6473  
Fax: (55 11) 3061-9897

Kosher Pizza & Restaurant  
Rua Pe. João Manoel, 801  
São Paulo-SP  
Tel: (55 11) 0800-114-666

Beit Chinuch Restaurant  
Rua Pe. João Manoel, 727  
São Paulo-SP  
Tel: (55 11) 280-5111

Kosher Center  
Rua Prates, 599  
São Paulo-SP  
Tel: (55 11) 230-7200

Intercontinental Hotel  
Alameda Santos, 1123  
São Paulo-SP  
Tel: (55 11) 3179-2611

Barilan School  
Rua Pompeu Loreiro, 48  
Copacabana  
Rio de Janeiro-RJ  
Tel: (55 21) 235-3110

Sheraton Hotel  
Av. Niemayer, 121  
Rio de Janeiro-RJ  
Tel: (55 21) 274-1122

The Kosher Delli  
Rua da Consolação, 3679  
São Paulo-SP  
Tel: (55 11) 3086-1058

Mazal Tov Buffet  
Rua Peixoto Gomide, 1724  
São Paulo-SP  
Tel: (55 11) 883-7614/3064-5208

Buffet Mosaico  
Rua Hungria, 1000  
São Paulo-SP  
Tel: (55 11) 818-8800

Buffet Charlot  
Av. João Dias, 266  
São Paulo-SP  
Tel: (55 11) 523-7788

Buffet Menora

Rua Maranhão, 404  
São Paulo-SP  
Tel: (55 11) 825-3422 / 826-8883

Buffet França  
Av. Angelica, 750/752  
São Paulo-SP  
Tel: (55 11) 3662-6111 / 3662-6222

### **Jewish Entities, Associations, and Congregations**

Federação Israelita Do Estado De  
São Paulo  
(Israeli Federation of the State of  
São Paulo)  
Rua dos Pinheiros, 498-5o andar  
Tel: (55 11) 280-0111  
Fax: (55 11) 282-5785

Embassy of Israel  
SES-Av. das Nações, Qd. 809-  
Lote 38  
70424-900 Brasília-DF  
Tel: (55 61) 244-7675  
Fax: (55 61) 244-6129

Consulate General of Israel  
Av. Brigadeiro Faria Lima, 1713  
01452-001 São Paulo-SP  
Tel: (55 11) 815-7788  
Fax: (55 11) 210-9233

Congregação Israelita Paulista  
(Israele Congregation of the State  
of São Paulo)  
Rua Antonio Carlos, 633  
01309-011 São Paulo-SP  
Tel: (55 11) 256-7811  
Fax: (55 11) 257-1446  
Rabbi Henry Sobel

Confederação Israelita Do Brasil  
(The Brazilian Israeli  
Confederation)  
Rua da Consolação, 22/23-8<sup>th</sup>  
floor  
01301-100 São Paulo-SP  
Tel: (55 11) 258-8972  
Fax: (55 11) 258-6094 *O Hebreu*  
Magazine  
Rua Cunha Gago, 158  
05421-000 São Paulo-SP  
Tel: (55 11) 870-1616  
Fax: (55 11) 816-1324

Beit Lubavitch  
Av. Visconde de Albuquerque,  
685  
Leblon  
22450-001 Rio de Janeiro-RJ  
Tel./Fax: (55 21) 294-3138  
E-mail:  
[beuthner@openlink.com.br](mailto:beuthner@openlink.com.br)  
Web:  
[www.BEITLUBAVITCH.org.br](http://www.BEITLUBAVITCH.org.br)

Beit Chabad (State of São Paulo)  
Rua Russia, 195  
01448-040 São Paulo-SP  
Tel./Fax: (55 11) 282-0576

### **Other States**

Beit Chabad (State of Parana)  
Rua Alferes Angelo Sampaio,  
370  
80250-120 Curitiba-PR  
Tel: (55 41) 242-6414  
Fax: (55 41) 244-8266

Beit Chabad (State of Rio Grande  
do Sul)  
Rua Schiller, 1055  
90430-150 Porto Alegre-RS  
Tel./Fax: (55 51) 335-1264  
E-mail:  
[beit.chabad@jewishmail.com](mailto:beit.chabad@jewishmail.com)

Beit Chabad (State of Minas  
Gerais)  
Rua Timbiras, 501  
30140-060 Belo Horizonte-MG  
Tel: (55 31) 273-7772  
Fax: (55 31) 261-7550  
E-mail: [chabad@globalsite.com.br](mailto:chabad@globalsite.com.br)

Beit Chabad (Brasília-D.F.)  
SHIS QI 05-Conj.8-Casa 21  
71615-080 Brasília-D.F.  
Tel./Fax: (55 61) 248-3172  
E-mail:  
[chabadbrasil@persocom.com.br](mailto:chabadbrasil@persocom.com.br)

Beit Chabad (State of  
Pernambuco)  
Rua Jorge Couceiro da Costa  
Eiras, 603  
51021-300 Recife-PE  
E-mail: [bc Recife@elogica.com.br](mailto:bc Recife@elogica.com.br)

### **Brazilian Government**

Ministry of Agriculture and Food  
Supply-MAA  
Agriculture (Animal and Plant  
Health, and Food Safety  
Inspection) Defense Agency-SDA  
Animal Origin Products Inspection  
Service-DIPOA

Esplanada dos Ministérios, Bloco  
D-Anexo A-sala 431

70043-900 Brasília-DF  
Tel: (55 61) 218-2684

Fax: (55 61) 218-2672  
Web: [www.minag.gov.br](http://www.minag.gov.br)

Ministry of Agriculture and Food Supply-MAA  
International Commerce Department-DCI  
Animal Origin Products Inspection Service-DIPOA  
Esplanada dos Ministérios, Bloco D-Anexo A-sala  
70043-900 Brasília-DF  
Tel: (55 61) 218-2339  
Fax: (55 61) 226-9850  
Web: [www.minag.gov.br](http://www.minag.gov.br)

### **USDA/FAS Offices**

Office of Agricultural Affairs-OAA  
United States Embassy  
SES-Av. das Nações-Quadra 801-Lote 03  
70403-900 Brasília-DF  
Tel: (55 61) 226-3159  
Fax: (55 61) 226-6784  
E-mail: [AgBrasilia@fas.usda.gov](mailto:AgBrasilia@fas.usda.gov)  
Agricultural Counselor-Mr. H. Finn Rudd

Agricultural Trade Office-ATO/SP  
Alameda Santos, 2224  
Edifício Suarez Trade, Conj. 11  
01418-200 São Paulo-SP  
Tel: (55 11) 282-3528  
Fax: (55 11) 883-7535  
E-mail: [ATOSaoPaulo@fas.usda.gov](mailto:ATOSaoPaulo@fas.usda.gov)  
ATO Director-Mr. Marcus Lower



## Kosher Foods

# Market Brief for Canada

### Summary

Canada's kosher food market is vibrant, but small in comparison with mainstream marketing. The most recent census data (1996) from Statistics Canada shows the number of Canadians who reported their religion as Jewish was 352,000. Current estimates are that there are slightly more than 400,000 Canadian Muslims, some of whom may purchase kosher foods.

Ninety percent of Canada's Jewish population lives in the country's four major metropolitan centers. Total Canadian packaged kosher food sales annually exceed an estimated C\$5.0 million. Successful exporters of U.S. kosher foods commonly deal directly with Canadian kosher food distributors and retailers.

A Nielsen Marketing Research survey of ethnic food sales in Canada conducted in 1993 showed that total sales of brand name products containing the word "kosher" as part of the brand name description at an estimated \$C1.1 million. However, since the term "kosher" represents a manner of food production, and is not always shown in the brand name,



the U.S. Agricultural Counselor in Ottawa estimates that total Canadian packaged kosher food sales currently exceed \$C5.0 million.

## **Regulation and Marketing**

In the labeling, packaging, and advertising of a food, Canada's Food and Drug Regulations prohibit the use of the word "kosher," or any letter of the Hebrew alphabet, or any other word, expression, depiction, sign, symbol, mark, device or other representation that shows or that is likely to create an impression that the food is kosher, if the food does not meet the kashrut requirements.

Marketability of kosher products in Canada is enhanced if the products carry the symbols or labels approved by the local rabbinical authorities called Kashruth Councils. As with other specialty food markets, Canada's kosher food market is chiefly driven by a network of businesses within the community. Best approaches for U.S. exporters to assess the Canadian kosher food market is through direct contact with distributors and retailers and the various local rabbinical councils and Jewish information centers (lists attached). The Kashruth Council of Toronto has published a directory that lists the primary kosher food retailers in that city, to help consumers who purchase kosher-certified products. Additional information is available from the Kashruth Council of Toronto, telephone (416) 635-9550. In Montreal, the Jewish Business Network (JBN) is preparing a "Blue Book" telephone directory of Montreal's Jewish businesses that is scheduled to be published in the fall of 1999. Interested exporters may call the JBN directly at (514) 844-5654 for further information.

## **Kosher Food Production**

The major kosher food items produced by food manufacturers in Canada are fresh meats, packaged meats, dairy products, bakery products, and fish (especially salmon). In addition, the various Kashruth Councils give the community lists of suitable "brand name" foods produced by Canada's mainstream food processors. Canada also has a few meat and poultry processors who provide "halal" meat for the Muslim community.

Besides retail sales of fresh and packaged kosher foods, there is a trend toward more kosher foods in the food service sector. Jewish communities in most major cities offer consumers a wide variety of combination

bakery/restaurants or delicatessen-style restaurants aimed at kosher food diners. In the Toronto area, several major hotels offer separate kosher kitchens for banquets and meetings. Other hotels, through special arrangement, will permit facilities to be used for kosher functions by a kosher caterer certified by the local rabbinical council.

## Contact Information

### Information Centers

Kashruth Council of Toronto  
Rabbi Mordechai Levin, Director  
4600 Bathurst Street, Suite 240  
North York, Ontario M2R 3V2  
Tel: (416) 635-9550  
Fax: (416) 635-8760

Jewish Information Service for  
Montreal  
Suzanne Hersovitch  
Tel: (514) 735-3541

Jewish Information Service for  
Vancouver  
Janet Kolof  
Tel: (604) 257-5111

Winnipeg Jewish Community  
Council  
Tel: (204) 943-0406  
Fax: (204) 956-0609

### Selected Toronto Hotels with Kosher Kitchen Facilities

Inn on the Park  
Tel: (416) 446-3328

Embassy Suites  
Tel: (905) 470-8500

Park Plaza

Tel: (416) 924-5471

The Sheraton Center Hotel  
Tel: (416) 361-1000  
Le Parc  
Tel: (416) 798-7246

Montecassino Suites Hotel  
Tel: (416) 630-0303  
Paradise Banquet Halls  
Tel: (416) 661-6612

Regal Constellation Hotel  
Tel: (416) 798-6426

### Chain Stores Selling Kosher or Halal

Knob Hill Farms Ltd.  
Scarborough, Ontario  
Tel: (416) 751-2300

Fortinos Supermarket Ltd.  
Hamilton, Ontario  
Tel: (905) 389-9229

A&P of Canada Ltd.  
Toronto, Ontario  
Tel: (416) 239-7171

The Oshawa Group Ltd.

Etobicoke, Ontario  
Tel: (416) 236-1971

### **Islamic Organizations**

Canadian Office  
The Islamic Society of North  
America  
Toronto, Ontario  
Tel: (416) 977-2057

### **Selected List of Companies That Manufacture or Distribute Approved Kosher Products**

Allied Food Distributors Inc.  
Montreal  
Contact: Mr. Allan Winikoff  
Tel: (514) 735-4425  
Fax: (514) 342-2123  
Products: cookies, crackers,  
packaged products, freeze dried  
foods

Astro Dairy Products  
Etobicoke, Ontario  
Tel: (416) 622-2811

Atlantic Fish Specialties Ltd.  
Charlottetown, PEI  
Tel: (902) 894-7005

CanAmera Foods,  
Toronto, Ontario  
Tel: (905) 825-7900

Canbra Foods  
Lethbridge, Alberta  
Tel: (403) 329-5500

Casrin International Inc.  
North York  
Tel: (416) 748-9500

Chai Kosher Poultry Inc.,  
Toronto, Ontario  
Tel: (416) 462-1313

Enroute Imports Inc.  
Concord, Ontario  
Tel: (905) 738-8611

Hahamovitch Kosher  
Montreal  
Contact: Mr. Michael Zimman  
Tel: (514) 334-4750  
Fax: (514) 334-4385

Jerusalem Pita  
Downsview, Ontario  
Tel: (416) 398-398-7900

Kofman Barenholtz Foods, Ltd.  
Concord, Ontario  
Tel: (905) 669-5393  
Fax: (905) 669-5393  
info @kofbar.com  
Products: grocery, frozen foods,  
dairy products

Kwinter Packers Ltd.,  
Toronto, Ontario  
Tel: (416) 243-3447

L&M Bakers Supply Co.  
Downsview, Ontario  
Tel: (416) 665-3005

Lenchner Bakery Inc.  
Concord, Ontario  
Tel: (905) 738-8811

Tel: (416) 782-6997

Marcee's Sweets  
Toronto, Ontario  
Tel: (416) 694-5811

Marvin Poultry Packers Canada,  
Inc.  
Montreal, Quebec  
Tel: (514) 321-8376  
Fax: (514) 329-4568

Middle East Nutritious Food  
Corp Haddad Bakery  
Concord, Ontario  
Tel: (416) 661-2075

Smoked Fish Factory  
Weston, Ontario  
Tel: (416) 745-4323

Stroli's Strictly Kosher Foods  
Toronto, Ontario  
Tel: (416) 789-5333

Toronto Bagel Ltd.,  
Downsview, Ontario  
Tel: (416) 398-7900

## Web sites:

### **Kosher Agencies**

The Kashruth Council of Toronto publishes a list of establishments under its supervision. The list includes: bakeries, butcher shops, restaurants, delicatessens and takeout services, kosher food stores and catering establishments, and airline meal service companies. The web address is [www.koshermall.com/cor.htm](http://www.koshermall.com/cor.htm)

### **FAS on the Web:**

Visit the USDA Foreign Agricultural Service home page at [www.fas.usda.gov](http://www.fas.usda.gov) for a complete selection of FAS' worldwide agricultural reporting.

FAS/Ottawa e-mail: [usagr@istar.ca](mailto:usagr@istar.ca)



## Kosher Foods

# Market Brief for Mexico

### Market Overview

Mexico's kosher food sector is dynamic and growing, although much smaller than mainstream food sectors. There are perhaps as many as 100,000 consumers of kosher food products in Mexico, of which the Jewish community comprises the largest segment. The size of the Jewish community in Mexico is around 45,000, with 40,000 in Mexico City, 3,000 in Guadalajara, and around 2,000 in Monterrey. The population of the Jewish community has been stable over the last few years and is not expected to grow significantly in the future.

Orthodox Jews, who comprise about 10 percent of the Jewish community, are the main consumers of kosher products. They follow strict kosher laws. Another large group of the Jewish community observes kosher laws in their homes, but not in public. Much of the Jewish community generally consumes kosher products during religious holidays such as Passover, Rosh Hashana, and Yom Kippur.

The Mexican Jewish community is divided in two major groups, by geographic origin. The Ashkenazim are descended from émigrés from Poland and Russia, and comprise around 60 percent of the Jewish community in Mexico. The Sefaradim originate from the Middle East (principally from Turkey, Lebanon, and Syria,) and account for the remaining 40 percent of Mexico's Jewish community. In general, the Sefaradim tend to be the more traditionally orthodox of the two groups.

Apart from the Jewish community, there is a large and growing group of consumers who purchase kosher products for quality and sanitary reasons. Some hotels and restaurants also purchase kosher products for quality reasons, besides providing banquets for the Jewish community. Also, many individuals in Mexico's Muslim community follow halal requirements (which are similar to kosher requirements) and may accept kosher products.

According to trade contacts, the food service and catering services are the two segments with the best growth potential for kosher products.

## Retail and Institutional Sales

Supermarkets in predominantly Jewish neighborhoods in Mexico City such as Polanco, Tecamachalco, Interlomas, and Lomas de Chapultepec normally feature a kosher section for meat, poultry, dairy products, and some processed foods, especially during Passover.

Moreover, processed kosher products are frequently found in specialty kosher delicatessens and Jewish "mom and pop" stores. A list of these stores can be found at the end of this report. Prices of kosher products are generally 15 to 50 percent higher than those of non-kosher products. However, there are certain kosher items, such as cheeses, that actually may be lower in price than standard cheeses, since agreements are sometimes made with the manufacturers to standardize prices.

The main imported kosher food brands in Mexico are:

|                           |   |
|---------------------------|---|
| Grocery Items             | Kedem, Haddar, Lieber's, Unger's                    |
| Wines, liquors and juices | Kedem, Matzo, Carmel, Manischewitz, Osem, Bartenura |
| Desserts                  | Rich's  |
| Dairy products            | Lyncott, Kraft                                      |
| Poultry products          | Empire  |

Two kashrut committees are authorized to provide kosher certification to products in Mexico. They work closely with manufacturers of all types of consumer-ready products to ensure that their products meet the strict

standards mandated by Jewish dietary law, thereby allowing them to be sold as kosher certified products. This is the case for brands such as Kellogg's, Sabritas, Coca-Cola, Pepsi-Cola, McCormick, Hellman's, Heinz, Hérdez, Nestlé, Bimbo, Maizoro, Gerber, La Costeña, Máfer, Del Monte and Del Fuerte, and for various beers such as Corona, Tecate, and many more.

For meat production, kosher certifying organizations have arranged with Mexican slaughterhouses to perform kosher slaughter in a separate area of the slaughterhouse, under the supervision of a rabbi, to obtain kosher beef. Strict inspections are performed by the kashrut committees in every manufacturing facility to ensure the quality of the products to be able to certify them accordingly.

Some 12 to 15 kosher caterers operate in Mexico City. They normally obtain their products from the distributors and importers mentioned at the end of this report, as opposed to importing products themselves. Contact information on the major kosher caterers in Mexico City is included at the end of this report.

Demand for kosher foods has increased over 30 percent over the past 5 years because of the many bar mitzvahs, weddings, and religious holidays celebrated by the Jewish community. While many individuals in the Jewish community do not strictly observe kosher laws, they do expect kosher products to be served during celebrations and religious holidays, a fact that has led to growth in the number of kosher caterers.

## **Domestic Production**

Around 90 percent of fresh kosher products--such as meat and poultry--are produced in Mexico. Likewise, most canned and frozen products are also produced locally. However, a significant quantity of kosher foods is imported from the United States, although the origin of the product may be either the United States or Israel. The United States is the number one foreign supplier of kosher foods to the Mexican market.

During important religious holidays, especially Passover and Rosh Hashana, many kosher products sold in Mexico are imported. Every retail

store in Jewish communities prepares itself for these special occasions. After these holidays end, these stores return to selling domestically produced kosher foods.

## **Promotion**

The marketing of kosher food products is a two-step process: the first step is to obtain kosher certification, and the second step is to reach the kosher consumer through press releases and advertisements in the Jewish media.

The kosher consumer is normally brand-loyal, interested in quality, and well-read. Consequently, most kosher consumers are targeted by the print media with kosher product news and advertisements.

Many leading food manufacturers use the certification symbols to better place their products in the market. Some food retailers in large Jewish communities give priority to kosher-endorsed brands when allocating critical shelf space.

The best way to promote kosher products in Mexico is through religious organizations and speciality distributors and caterers. Advertising in Jewish newspapers is one of the most common promotional tools. There are currently around 10 to 12 Jewish publications, including newspapers and magazines, in Mexico City. Each community has its own publications and all of them have kosher food sections. See the list of major Jewish communities in Mexico at the end of this report for more information on their publications.

Many Mexican supermarkets such as Wal-Mart, Superama, Aurrerá, Carrefour, Gigante, and Comercial Mexicana in Mexico City, as well as other large retail chains in northern Mexico such as Soriana and Casa Ley, have kosher food sections that would be ideal for promotional activities.

## **Market Constraints**

The Jewish community was initially very concerned about Mexico's new labeling requirements because of its impact on imported products. Early in 1996, the Dirección General de Normas (DGN), the Mexican government body that controls product standards, announced two new regulations that affect product packaging. A NOM is a Mexican product



standard regulation. NOMs 050 and 051 provide the basis for Spanish labeling standards on all consumer products sold in Mexico. NOM-050 is the general labeling standard, while NOM-051 applies specifically to food and beverage products.

According to the new regulations, labels for imported processed products must be in Spanish, although they may be in another language as well. If the label is bilingual, the Spanish writing must be the same size as that of the other language. Many kosher importers were worried that the size of the market in Mexico did not warrant the expensive process of translating labels into Spanish, and at that time the Jewish community petitioned the Mexican government to keep the labels in English. Although unsuccessful, kosher food exporters realized that there was enough market demand for their products in Mexico to make the necessary adjustments to export their goods.

For more information on Mexican import guidelines, please contact the U.S. Agricultural Trade Office (ATO) in Mexico City. The address is Jaime Balmes No. 8-201, Col. Los Morales Polanco, 11510 Mexico, D.F.; Tel: (011) 525-280-5277 and (011) 525-280-5291; Fax: (011) 525-281-6093.

## Contacts List

| Organization   | Contact                     | Address  | Telephone/Fax   |
|--|-----------------------------|--|---|
| <b><i>U.S. GOVERNMENT</i></b>                                      |                             |  |   |
| U.S. Agricultural Trade Office                                     | Chad Russell<br>Director    | Jaime Balmes No. 8-201<br>Col. Los Morales Polanco<br>11510 México, D.F. | Tel: (525) 280-5291<br>280-6588<br>Fax: (525) 281-6093      |
| <b><i>MEXICAN GOVERNMENT</i></b>                                   |                             |  |   |
| Dirección General de Calidad Sanitaria de Bienes y Servicios (SSA) | Dr. Jose Meljem<br>Director | Donceles No. 39<br>Col. Centro<br>06010 Mexico, D.F.                     | Tel: (525) 521-3232<br>D.L. 521-3050<br>Fax: (525) 512-9628 |
| <b><i>IMPORTERS/DISTRIBUTORS/CATERERS</i></b>                      |                             |  |   |
| Comercializadora Yarden  | Importer                    | Vainilla No. 234<br>Col. Granjas Mexico<br>08400 México, D.F.            | Tel: (525) 657-0191<br>657-0122<br>Fax: (525) 657-1656      |
| Tecnologias Narciso, S.A. de C.V.                                  | Importer                    | Tamaulipas No. 150, p. 20<br>Col. Condesa<br>06140 México, D.F.          | Tel: (525) 211-2200<br>Fax: (525) 212-0026                  |
| Ital Kosher  | Importer                    | Emilio Castelar No. 185<br>Col. Polanco<br>11560 México, D.F.            | Tel: (525) 281-4185<br>Fax: (525) 282-2567                  |
| Shoulys Candies  | Importer                    | Julio Verne No. 38<br>Col. Polanco<br>11560 México. D.F.                 | Tel: (525) 280-5714<br>280-5703<br>Fax: (525) 282-1939      |
| Dibo Amiga   | Distributor                 | Atlaltunco No. 70<br>Col. Tecamachalco<br>México, D.F.                   | Tel: (525) 294-7337<br>Fax: (525) 280-7626                  |
| Kipe y Cosas   | Distributor                 | Atlaltunco No. 101-A<br>Col. Tecamachalco<br>México, D.F.                | Tel: (525) 294-4975<br>Fax: (525) 293-1959                  |

|  |             |   |  |
|--|-------------|---|--|
| Koshertel                                  | Distributor | Bernanrd Shaw No. 44<br>Col. Polanco<br>11540 México, D.F.                | Tel: (525) 280-2753<br>Fax: (525) 280-1061             |
| Productos Becky Cohen                      | Distributor | Homero No. 1911-202<br>Col. Los Morales<br>Polanco<br>11510 México, D.F.  | Tel: (525) 557-9691                                    |
| Super Emet                                 | Distributor | Homero No. 1212<br>Col. Los Morales<br>Polanco<br>11510 México, D.F.      | Tel: (525) 255-3850<br>255-3800<br>Fax: (525) 254-5846 |
| Corp. New York Deli & Bagels, S.A. de C.V. | Distributor | Av. Revolucion No. 1321<br>Col. Tlacopac San Angel<br>01040. Mexico, D.F. | Tel: (525) 651-0100<br>Fax: (525) 651-0409             |
| Gastronomía Mosaica, S.A. de C.V.          | Distributor | Homero No. 1604<br>Col. Los Morales<br>Polanco<br>11510 México, D.F.      | Tel: (525) 280-0212                                    |
| Elvio Frydman                              | Caterer     | Fuente de la Huerta No. 22<br>Col. Tecamachalco<br>Estado de México       | Tel: (525) 596-0339<br>Fax: (525) 596-0360             |
| Weintrab                                   | Caterer     | Golfo de California No. 27<br>Col. Tacubaya<br>México, D.F.               | Tel: (525) 399-2858<br>Fax: (525) 527-5867             |
| Consejo Comunitario Ashkenazi              |             | Edgar Alan Poe No. 236<br>Col. Polanco<br>11550 México, D.F.              | Tel: (525) 250-4248<br>250-8257<br>Fax: (525) 250-4287 |
| <b><i>RELIGIOUS INSTITUTIONS</i></b>       |             |   |  |

|                               |  |  |  |
|-------------------------------|--|--|--|
| Maguen David, A.C.            |  | La Fontaine No. 229<br>Col. Polanco<br>11560 México, D.F.                                | Tel: (525) 203-9964<br>Fax: (525) 255-1739     |
| Centro Deportivo<br>Israelita |  | Av. M. Avila Camacho<br>620<br>Col. Lomas de Sotelo<br>11620 México, D.F.                | Tel: (525) 557-<br>3000                        |
| Monte Sinai                   |  | Fuente de San Sulsticio<br>16<br>Col. Tecamachalco<br>53950 Naucalpan, Edo.<br>de Mexico | Tel: (525) 294-<br>8617<br>Fax: (525) 294-8617 |



# Kosher Foods

## Market Brief for the United Kingdom

### Summary

Although small, the kosher food market in the United Kingdom (U.K.) presents opportunities for U.S. products. The best market opportunities lie in servicing the Jewish communities at a local level with quality, shelf-stable products. British kosher consumers are following the established consumer trends toward convenience products, healthy alternatives, and organic products. USDA believes they would like to buy exciting, great tasting kosher products.

### Market Overview

According to the most recent figures from the Board of Deputies, in 1995 the Jewish community comprised 285,000 people. Trade sources show that the Jewish population likely has fallen below 250,000.

Jews in the United Kingdom live mainly in the London area. In the past decade, Jewish communities in Manchester, Leeds, Glasgow, Brighton, Birmingham, Liverpool, and Southend have declined. London and the Home Counties now account for 72 percent of U.K. Jewry.

The largest market for U.S. kosher products lies predominately in the Northern London/Hertfordshire area. The Jewish communities have gradually moved from their traditional London East End district of Ilford

to Golders Green, Finchley, Hendon, Kenton, Edgware, Stanmore, Bushey, Borehamwood, and Radlett.

There are also more than 2 million Muslim consumers in the United Kingdom--a community that is growing. Trade sources think that some Muslims may find it acceptable to consume kosher foods. At this time, there is no information to indicate what percentage may accept kosher food. Trade sources report that vegetarians in the United Kingdom look for kosher food as they know that they can trust the "parve" labeling to guarantee no meat or dairy content. Vegetarians are growing in numbers in the United Kingdom. According to a 1997 Realat Gallup Survey, there are now more than 3 million vegetarians in the United Kingdom. This figure is a dramatic 20-percent increase over a poll conducted in 1995.

Still, the actual size of the existing market is small and growth is relatively slow. In the short term, U.S. companies will find it difficult to sell large volumes of products without undertaking considerable consumer education. The U.K. general population is not familiar with various kosher certification symbols. This can be addressed by an aggressive marketing strategy.

As for market entry, most opportunities lie in servicing the Jewish communities at the local level with quality, shelf-stable products. U.K. kosher consumers are following the established U.K. consumer trends toward convenience products, healthy alternatives, organic products, etc., and would like to buy exciting, great-tasting kosher products. This represents opportunities for snack foods, cookies, sauces, dips, breakfast cereals, soft drinks, and other grocery items that would appeal to a sophisticated consumer. There is also a market for kosher wines, particularly for mainstream grape varietals that are showing much more growth than the sweet dessert wines.

Opportunities also exist for "made-to-order" U.S. products, designed to specifications. Some Israeli manufacturers are already doing this.

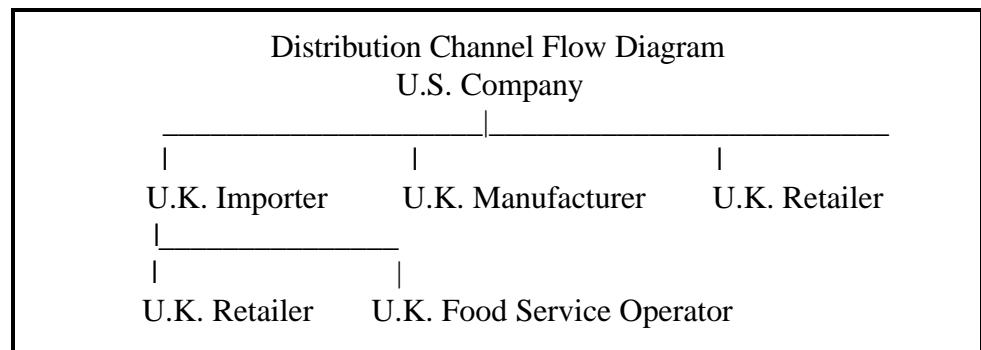
All U.S. kosher certification symbols are accepted in the United Kingdom, with the Union of Orthodox Jewish Congregations of America (OU) symbol being the most familiar to U.K. consumers. Certification acceptance may vary with the individual consumer.

There are several points to consider concerning this market:

| Advantages  | Challenges   |
|---|--|
| U.S. products that are not already available as kosher-supervised in the United Kingdom can be of special interest            | Small size of the market   |
| U.K. food manufacturing base is small, so domestic prices tend to be high. Efficient U.S. producers may be price competitive. | U.K. import regulations, import duties, and quotas, particularly on meat, poultry, and dairy may offset a U.S. price advantage |
| Trade sources show that overall, U.K. consumers prefer taste of U.S. products to Israeli products                             | Public concern and U.K. labeling regulations as pertains to Genetically Modified Organisms                                     |

## Market Sectors

The following graphic illustrates the distribution system for food products:



## Retail Sector

The majority of kosher products sold at retail level are sold through independent stores located in the heart of the Jewish community. These stores obtain their product from U.K. manufacturers, U.K. importers, or directly from the United States or competitor country suppliers.

The remaining kosher retail sales are through the large U.K. multiple supermarkets. These are a considerable force in mainstream U.K. retailing, with the top 10 chains accounting for around 70 percent of all U.K. retail grocery sales. All U.K. retail chains will have a number of

stores that have a kosher food fixture. To illustrate, the U.K.'s largest retailer, Tesco, has 650 stores. Of these, around 25 have kosher fixtures. The location of stores that will have kosher lines is determined by the demand from any local Jewish population.

All U.K. retailers see increases in sales of kosher products during the four main Jewish holiday seasons, particularly around Passover. As a result, retailers purchase special products, even substituting these for normal lines, during this time. Passover may represent an opportunity to test-market a particular U.S. product so as to obtain a permanent listing.

**Sample Retail Prices**-- taken from a Waitrose supermarket September 6, 1999.

| <b>Product</b>       | <b>Weight</b> | <b>Price in U.K.<br/>Pounds</b> |
|----------------------|---------------|---------------------------------|
| Dry soup mix         | 150g          | 0.89                            |
| Canned soup          | 400g          | 0.56                            |
| Shredded beets       | 946ml         | 1.75                            |
| Stock cubes          | 45g           | 0.43                            |
| Pickled cucumber     | 560g          | 1.19                            |
| Matzo ball mix       | 84g           | 0.89                            |
| Falafel mix          | 90g           | 0.68                            |
| Farina potato flour  | 500g          | 1.09                            |
| Sesame halva vanilla | 100g          | 0.45                            |
| Egg noodles          | 250g          | 0.96                            |
| Macaroni             | 250g          | 0.86                            |
| Toasted couscous     | 250g          | 0.96                            |
| Toasted farfels      | 250g          | 0.96                            |
| Tomato soup          | 396g          | 0.59                            |
| Matzo crackers       | 150g          | 0.72                            |
| Tomato paste         | 100g          | 0.37                            |
| Plain cookies        | 200g          | 0.79                            |
| Sesame crackers      | 250g          | 0.88                            |
| Wheaten matzos       | 150g          | 0.75                            |
| Fine matzo meal      | 375g          | 0.99                            |

For further information see the list of independent U.K. kosher retail outlets in the contact list below. A report giving more information on the U.K. retail trade will be available from the London office of USDA's Foreign Agricultural Service office at the end of November 1999.



Currently a listing of U.K. supermarket chains can be found at [www.fas.usda.gov](http://www.fas.usda.gov) in the U.S. Market Information Report of August 1998. The London Beth Din web site lists its certified delicatessens and “take aways” or carry outs, in London area at [www.kosher.org.uk](http://www.kosher.org.uk)

## **Hotel and Restaurant Industry (HRI)/Food Service Sector**

There is a small market for kosher meals in all branches of U.K. food service. For most mainstream operators, preparing kosher products on-site is not cost-effective. Generally, kosher meals are bought in frozen from specialized suppliers, or a "non-offensive acceptable meal" is provided, such as a vegetarian dish.

Frozen meals provided by licensed suppliers are usually in specialized protective plastic or foil containers. They are labeled, taped with tamper-proof seals, and coded with kosher licence details that meet kosher, food hygiene, and labeling regulations. These meals are supplied to hospitals, schools, restaurants, and hotels for functions with kosher-observant guests.

There are around 15-20 kosher restaurants in the United Kingdom, with the majority located in London. To date, kosher food has not attracted the interest shown in other cuisines. This is thought to be attributable to its specialized nature and associated added costs to the consumer.

Opportunities for U.S. food service products and food ingredients for catering can be found through contact with the specialist kosher food service manufacturers shown in the HRI/Food Service list below, and through contact with U.K. kosher restaurants and the four London hotels with designated kosher sections attached to their kitchens.

Further information is available in the list of major U.K. caterers. A Market Brief that covers the mainstream U.K. food service market is available from the FAS web site at [www.fas.usda.gov](http://www.fas.usda.gov). Check under attache reports.

The London Beth Din web site lists its certified caterers, hotels, and restaurants in the London area at [www.kosher.org.uk](http://www.kosher.org.uk)

## Food Processing Sector

The U.K. has a number of kosher food manufacturers, a listing of which is provided below. This section also gives an indication of the products each company manufactures. There are also opportunities for U.S. companies to supply food ingredients to local producers of consumer-ready foods. Further information is available from the London Beth Din web site (see above), which lists its certified manufacturing establishments in the London area.

### Key Contacts

#### U.K. Kosher Contacts

The London Beth Din  
Court of the Chief Rabbi  
Kasrut Division  
735 High Road  
London N12 0US  
Tel: +44 20 8343 6255  
Fax: +44 20 8343 6254  
Email: [info@kosher.org.uk](mailto:info@kosher.org.uk)  
Web site: [www.kosher.org.uk](http://www.kosher.org.uk)

Kedassia, The Joint Kashrus  
Committee of England  
67 Amhurst Park  
London N16  
Tel: +44 20 8802 6226/7 also  
+44 20 8800 6833  
Fax: +44 20 8809 7092

Manchester Beth Din  
435 Cheetam Hill Road  
Manchester M8  
Tel: +44 1262 740 9711

Board of Deputies of British Jews  
Commonwealth House  
1 New Oxford Street  
London WC1  
Tel: +44 20 7543 5423/0010

Federation of Synagogues  
65 Watford Way  
London  
NW5 3AQ  
Tel: +44 20 8202 2263  
Fax: +44 20 8203 0610

**British Importers of Foods  
From the United States**  
Poortman (London) Ltd.  
Prescot House, Prescot Street  
London, E1 8BB  
Tel: 0171 481 2110  
Fax: 0171 702 1513  
Managing Director: Mr. A.  
Jacobs.  
Products: dried beans, lentils,  
natural foods, spices, herbs,  
ethnic food.  
Business Type: Importers,  
merchants

Eliko Food Distributors Ltd  
Unit 1, 12/48 Northumberland  
Park  
London N17 0TX

Tel: +44 20 8801 9977  
Fax: +44 20 8365 1104  
Contact: Mr. E. Kohn

Eliko currently imports kosher food products from various U.S. companies. Other lines in its portfolio are frozen foods, wines, and baby foods.

Foundation Food Co Ltd  
Chantry Place  
Headstone Lane  
Harrow  
Middlesex HA3 6NY  
Tel: +44 20 8420 1010  
Fax: +44 20 8420 1691  
Contact: Mr. Douglas Specter

When permissible, trades in kosher frozen poultry, also imports frozen pizzas.

Snowcrest Ltd  
Snowcrest House  
1-7 Garman Road  
London N17 0UN  
Tel: +44 20 8365 0000  
Fax: +44 20 8808 9789  
Contact: Mr. E. Maghnagi

When permissible, trades in kosher frozen and cooked whole turkey and chicken parts. Also, trades in prepared meals and lowfat frankfurters.

Tofutti U.K. Ltd  
5<sup>th</sup> Floor, Congress House  
Harrow  
Middlesex HA1 2FD  
Tel: +44 8861 4443  
Fax: +44 8861 0444

Contact: Mr. Shailesh Patel

Imports a range of non-dairy premium frozen desserts, instant soups, and a full range of kosher products from a variety of U.S. companies.

Trustin Unimerchants  
Lancaster Way Business Park  
Ely  
Cambridgeshire  
CB6 3NP  
Tel: +44 1353 660560  
Fax: +44 1353 660539  
Contact: Mr. Kenneth Mitchell

### **Importers From Other Than United States**

Agrexco Agricultural Export Co.  
Ltd  
Carmel House  
Clayton Road  
Hayes, Middlesex, UB3 1AX  
Tel: 0181 848 7788  
Fax: 0181 848 1106  
General Manager: Mr. G. Locker  
Products: Fruits and vegetables  
Business Type: Importers from Israel

Carmel Food Ltd  
81 Mile End Road  
London, E1 4UJ  
Tel: 0171 790 5904  
Fax: 0171 790 5905  
Managing Director: Dr. G. Berger  
Products: Kosher wines and spirits, kosher foods.  
Business Type: Importers

Drumsticks Products Co.  
5 Paget Road  
London, N16 5ND  
Tel: 0181 800 6261  
Fax: 0181 809 1749  
Managing Director: Mr. R.  
Spitzer  
Products: Kosher foods  
Business Type: Importers  
Nathan Frost Ltd  
Unit 12 Millhead Industrial Estate  
Millmead Road, Tottenham  
London, N17 9QU  
Tel: 0181 808 4106  
Fax: 0181 801 4601  
Managing Director: Mr. D. Frost  
Products: Gherkins, tomato  
puree, halva, herrings, olives,  
onions, capers, beans and pulses,  
couscous.  
Business Type: Importers,  
wholesalers

Honeywill & Stein Ltd.  
Times House, Throwley Way  
Sutton, Surrey, SM1 4AF  
Tel: 0181 770 7090  
Fax: 0181 770 7295  
Managing Director: Mr. M.E.  
Perkins  
Products: Food supplements and  
flavors.  
Business Type: Importers,  
distributors

Kippax Biscuits  
King Street Bakery  
King Street  
Colne, Lancashire, BB8 9HU  
Tel: 01282 864 198  
Fax: 01282 868 891  
Managing Director: Mr. R.  
Farnell

Products: Kosher Biscuits.  
Business Type: Importers,  
manufacturers

M&B (Specialised) Confectioners  
Ltd  
3A Millmead Industrial Estate  
Millmead Road, London, N17  
9ND  
Tel: 0181 801 7948  
Fax: 0181 801 4663  
Managing Director: Mr. G. W.  
Scott  
Products: Kosher glycerine.  
Business Type: Importers,  
distributors

Meca Foods Ltd.  
Unit 1, Europa Building  
Bethune Road  
London, NW10 6ND  
Tel: 0181 963 1038  
Fax: 0181 963 1037  
Managing Director: Mr. Sadi  
Products: Middle Eastern foods  
Business Type: Importers,  
distributors

Rumplers Confectionery  
Unit 14, 38-40 Upper Clapton  
Road  
London, E5 8BQ  
Tel: 0181 806 7065  
Fax: 0181 806 3845  
Managing Director: Mr. E.  
Rumpler  
Products: Strictly Kosher  
confectionery and biscuits,  
general kosher foods.  
Business Type: Importers,  
distributors

**U.K. Retail Outlets** Also see  
London Beth Din list on web site:  
[www.kosher.org.uk](http://www.kosher.org.uk)

Raj Superstore  
7 Russell Parade  
Golders Green Road  
London NW11 9NN  
Tel: +44 20 8455 0134  
Contact: Dr. Raj Kadiwar

Country Market  
136-144 Golders Green Road  
London NW11  
Tel: +44 20 8455 3289  
Contact: Mr. Chandresh Patel

Kosher King  
223 Golders Green Road  
London NW11  
Tel: +44 20 8455 1429

Kosher Paradise  
10 Ashbourne Parade  
London W11  
Tel: +44 20 8455 2454

Myers Famous Kosher  
410 Harrogate Road  
Leeds LS17 6PY  
Tel: +44 113 268 0473  
Contact: Mr. Peter Myers/Mr.  
Malcolm Sorkin

**U.K. HRI/Food Service  
Contacts**

Hermolis (London)  
Abbeydale Road  
Wembley  
Middlesex HA10 1AY  
Tel: +44 20 8810 4321  
Fax: +44 20 8810 4331

Contact: Mr. M. Lisser

Tony Page Caterers  
6 Chapmans Park  
378 High Road  
London  
NW10 2DY  
Tel: +44 20 8830 4000  
Fax: +44 20 8830 2000  
Contact : Mr. Tony Page

M&G Caterer Contracts Ltd  
13 Leylands Road  
Leeds LS2 7QR  
Tel: +44 113 293 5120  
Fax: +44 113 293 0701  
Contact: Mr. Michael  
Goldberg/Mr. David Myers

Kosher Cuisine  
Unit C, Colindale Business Park  
Carlisle Road  
London NW9  
Tel: +44 20 8200 5060

**U.K. Kosher Manufacturers**

P. Aranovitch and Sons Ltd  
2 Tapley Place, Edge Lane  
Liverpool, Merseyside, L13 1AP  
Tel: 0151 228 6186  
Sales Manager: Mr. N. Wolfson  
Products: Kosher Cooked meats,  
wurst, salami, saveloys, cocktail  
Viennas, pickled beef, and  
brisket.  
Business Type: Manufacturers

Ashley Chase Estate  
The Estate Office, Parks Farm  
Litton Cheney  
Dorchester, Dorset, DT2 9AZ  
Tel: 01308 482 580  
Fax: 01308 482 608  
Managing Director: Mr. C.  
Littman  
Products: Gruyere kosher  
cheese and other cheeses.  
Business Type: Manufacturers

Better Tasting Snack Foods Plc.  
Units 8-12, Bridge Street  
Industrial Estate  
Uttoxeter, Staffordshire, ST14  
8ST  
Tel: 01889 567 338  
Fax: 01889 562 701  
Products: Vegetable crisps and  
kosher products  
Business Type: Manufacturers

Broom Lane Enterprises  
Quality House, 73 Windsor Road  
Prestwick  
Greater Manchester, M25 0DB  
Tel: 0161 721 4418  
Fax: 0161 740 4186  
Managing Director: Mr. M.  
Leitner  
Products: Chocolate, kosher  
foods, potato snacks.  
Business Type: Manufacturers

Coffee Gourmet Ltd  
P.O. Box 52, 30 Holden Road  
Broughton Park  
Salford, Greater Manchester, M7  
4PT  
Tel: 0161 792 9668  
Fax: 0161 708 9799  
Chairman: Ms. H. Orenstein

Products: Chocolate, cocoa,  
coffee, confectionery, flavors,  
teas, vanilla beans, waffles, and  
syrups.  
Business Type: Distributors,  
Manufacturers

J. Grodzinski & Daughters Ltd  
170 Clapton Common  
London, E5 9AG  
Tel: 0181 802 4166  
Fax: 0181 880 1980  
Managing Director: Mr. J.  
Grodzinski  
Products: Kosher foods and  
bakery products.  
Business Type: Manufacturers

J.A. Hyman  
123-129 Waterloo Road  
Manchester, M8 8BT  
Tel: 0161 792 1888  
Fax: 0161 792 7670  
Managing Director: Mr. S.  
Hyman  
Products: Kosher fish products  
and smoked salmon. Distribution  
of kosher raw and cooked meats,  
French kosher dairy products.  
Business Type: Distributors,  
manufacturers

Macrae Foods  
66 St. Peter Street  
Petershead  
Aberdeenshire, AB42 1QB  
Tel: 01779 472 115  
Fax: 01779 474 215  
Managing Director: Mr. R.  
Porteous  
Products: Marinated herring and  
peeled onions  
Business Type: Manufacturers

Overseal Foods Ltd  
Swains Park, Park Road  
Overseal, Swadlincote  
Derbyshire, DE12 6JX  
Tel: 01283 224 221  
Fax: 01283 222 006  
Managing Director: Mr. J. R.  
Handley  
Products: Natural colours for  
food products and kosher foods.  
Business Type: Manufacturers,  
suppliers

W. Simons & Son  
389 Burnt Oak Broadway  
Edgware  
London, HA8 5TX  
Tel: 0181 905 6611  
Fax: 0181 905 6622  
Managing Director: Mr. R.  
Simmons  
Products: Israeli and kosher  
foods  
Business Type: Manufacturers,  
packers

Sova Foods Ltd.  
1 Garnham Street  
London, N16 7JA  
Tel: 0171 249 0862  
Fax: 0171 502 0272  
Managing Director: Mr. H.  
Greenberg  
Products: Pasta, peanut butter,  
jam.  
Business Type: Distributors,  
manufacturers

Tropical Foods Ltd.  
7 Stafford Road  
Birmingham  
W. Midlands, B21 9DT  
Tel: 0121 554 4343

Fax: 0121 554 4343  
Managing Director: Mr. B. S.  
Bhandal  
Products: Continental foods.  
Business Type: Distributors

**Local U.K. Government  
Organizations** Also see the  
U.K. Food and Agricultural  
Import Regulations and  
Standards (FAIRS) Report  
#U.K.9036)

Ministry of Agriculture, Fisheries  
and Food (MAFF)  
Ergon House, c/o Nobel House  
17 Smith Square, London SW1P  
3HX  
Tel: 011 44 207 238 6000  
Fax: 011 44 207 238 6591  
E-MAIL:  
[helpline@inf.maff.gov.uk](mailto:helpline@inf.maff.gov.uk)  
Web site: [\\_www.maff.gov.uk](http://www.maff.gov.uk)

Ministry of Agriculture, Fisheries  
and Food  
Veterinary Services Division  
Hook Rise South  
Tolworth, Surbiton  
Surrey KT6 7NF  
Tel: 011 44 20 330 4411  
Fax: 011 44 20 8337 3640

HM Customs and Excise  
Portcullis House  
27 Victoria Avenue  
Southend on Sea  
Essex SS2 6AL  
Tel: +44 1702 366077  
Fax: +44 1702 367342  
Web site: [www.hmce.gov.uk](http://www.hmce.gov.uk)

